Improved Dialogue Features in Web Surveys?

QUEST Workshop, Washington DC
9th-11th of April, 2013

Karianne Lund
Division for Data Collection Methods, Statistics Norway

Structure of this presentation

- Research questions
- Test design
- Highlights from experiment and cognitive interviews
- Implications for further testing

Research questions

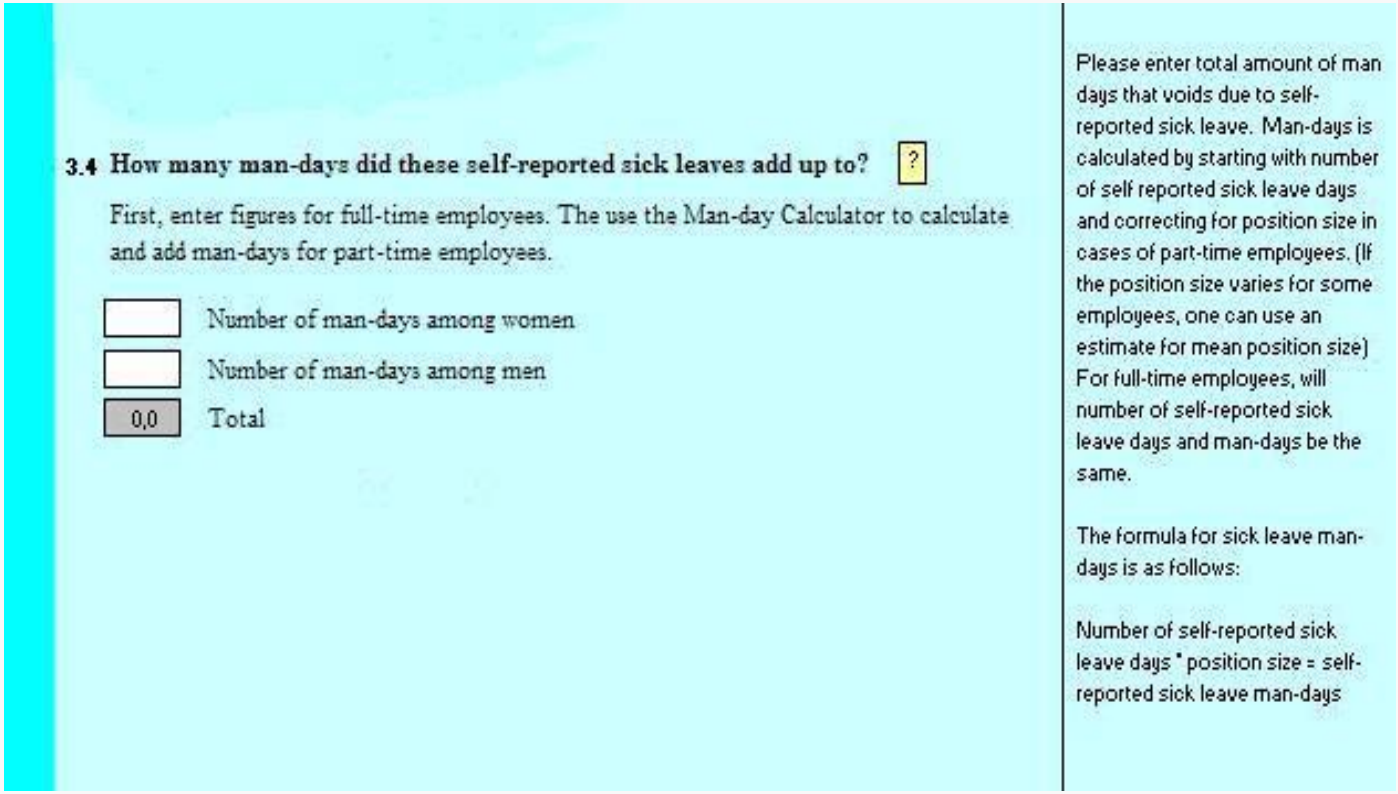
- How do the respondents use the offered instruction facilities?
- How do the respondents perceive the offered instruction facilities?
- How do the offered instruction facilities affect the reporting accuracy?

Test design

Version 1	Version 2	Version 3
Written instruction only	Calculator with video instruction	Instructions behind links
Self-reported Sick leave	Self-reported Sick leave	LFS
Blue-Ets	Blue-Ets	DCSS
Business survey	Business survey	Social survey
Experiment (and eye tracking)	Experiment (and eye tracking)	Cognitive interviews (and eye tracking)
N=25	N=25	N=6
Vignettes	Vignettes	“True” Reporting

In all versions we used retrospective follow-up

Version 1 – written instruction only



3.4 How many man-days did these self-reported sick leaves add up to? ?

First, enter figures for full-time employees. The use the Man-day Calculator to calculate and add man-days for part-time employees.

Number of man-days among women

Number of man-days among men

0,0 Total

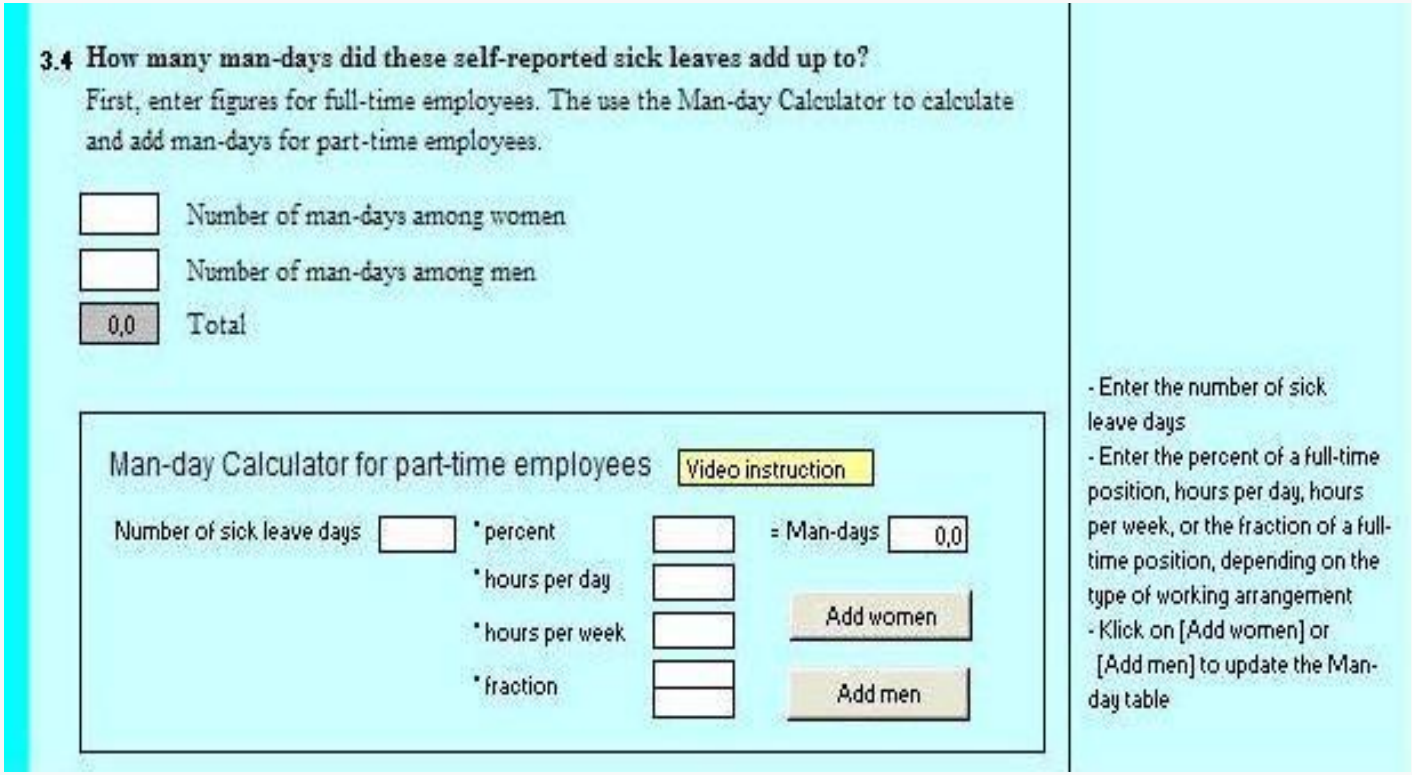
Please enter total amount of man days that voids due to self-reported sick leave. Man-days is calculated by starting with number of self reported sick leave days and correcting for position size in cases of part-time employees. (If the position size varies for some employees, one can use an estimate for mean position size) For full-time employees, will number of self-reported sick leave days and man-days be the same.

The formula for sick leave man-days is as follows:

Number of self-reported sick leave days * position size = self-reported sick leave man-days

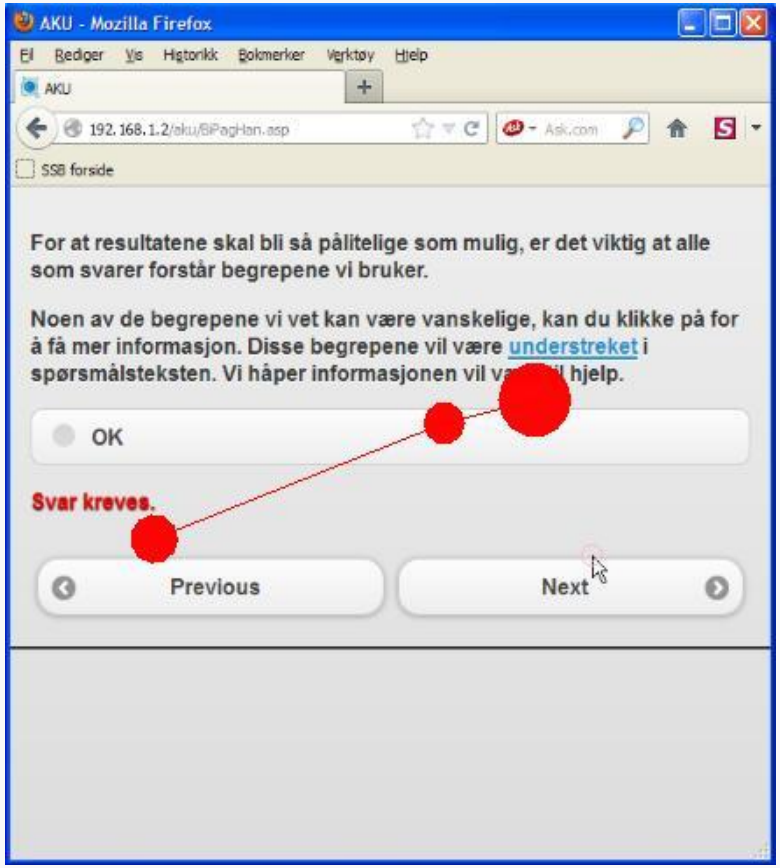
Improved dialogue features in web surveys. Karianne Lund, Division for Data Collection Methods. Statistics Norway

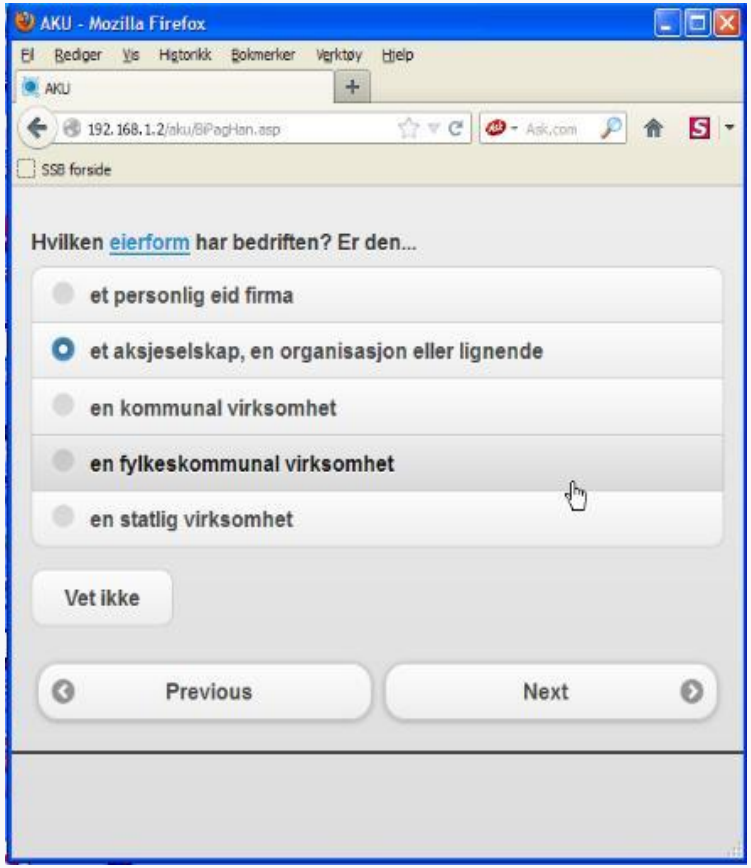
Version 2 – calculator and video instruction



Improved dialogue features in web surveys. Karianne Lund, Division for Data Collection Methods. Statistics Norway

Version 3 – instructions in links





Improved dialogue features in web surveys. Karianne Lund, Division for Data Collection Methods. Statistics Norway

How do the respondents use the offered instruction facilities?

- Version 1 (written instruction): 48 % self initiated use of written instruction
- Version 2 (audio visual instruction): 22 % self initiated use of video instruction

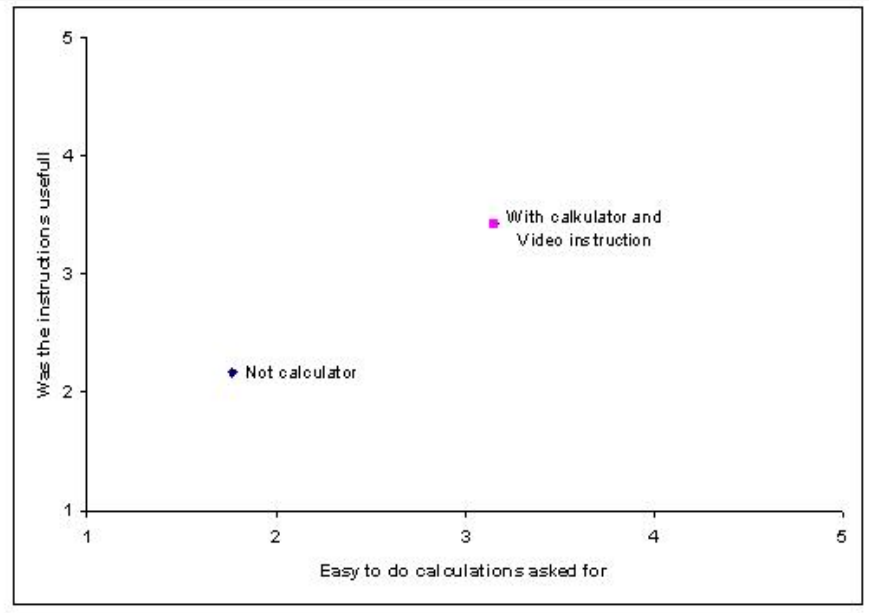
---

- Version 3 (instruction in links): 0 % self initiated use of instructions in links

Improved dialogue features in web surveys. Karianne Lund, Division for Data Collection Methods. Statistics Norway

How do the respondents perceive the offered instruction facilities?

Version 1 and 2



Version 3

Mismatch between the way clarifying information is offered and respondents' expectations?

How do the offered instruction facilities affect the reporting accuracy?

Version 1 (written instruction): Accuracy rate = 0.78

Version 2 (video instruction): Accuracy rate = 0.86

Version 3 (instructions in links): N/A

Improved dialogue features in web surveys. Karianne Lund, Division for Data Collection Methods. Statistics Norway

Implications for further testing

- Questions should be written using well understood terms and concepts
- If/when instructions really are necessary, we have to look for ways of making it more visible and attractive
- Studies represented underlines the importance of incorporating instructions in the question wording

Improved dialogue features in web surveys. Karianne Lund, Division for Data Collection Methods. Statistics Norway

Literature

Conrad, F. G., M. F. Schober and T. Coiner (2007) "**Bringing Features of Human Dialogue to Web Surveys**", in *Applied Cognitive Psychology.* 21: 165-187. Published online in Wiley InterScience (www.interscience.wiley.com) DOI: 10.1002/acp.1335

Gulløy, E., Lund, K. and Gravem, D. F. (2012) *Sluttrapport AKU effektivisering (**Final Report for LFS Pre-Project** – available in Norwegian only).* Internal documents 25/2012: Statistics Norway: Oslo

Lund, K., (2013) "**Improved dialogue features in web surveys".** Paper prepared for the Quest Workshop in Washington D.C. 9th-11th of April, 2013. Soon to be published online (http://wwwn.cdc.gov/qbank/Quest/Quest.aspx)

Lund, K., Haraldsen, G., Kleven, Ø. and Berglund, F. (2013) "**Ch.9. The Usability of Web Functionality**" in *Comparative report on integration of case study results related to reduction of response burden and motivation of businesses for accurate reporting.* Soon to be published online (www.blue-est.eu)

Thank you for your attention!